

MICHIGAN DEPARTMENT OF CIVIL SERVICE
JOB SPECIFICATION

PROMOTIONAL SPECIALIST

JOB DESCRIPTION

Employees in this job function as professional specialists with responsibility for a promotions program or specialty area; or as an administrative assistant to an administrator or executive. Positions are (1) designated as specialists by the Appointing Authority; (2) accepted and classified by Civil Service; (3) require advanced knowledge in the field of work; (4) responsible for highly complex assignments; (5) the scope of responsibility is significant; and (6) the job function has considerable impact within the department. Typically, positions in this job do not supervise.

There are three classifications in this job.

Position Code Title – Promotional Specialist-2

Promotional Specialist 13

The employee functions as a second-level specialist or as an administrative assistant to an office director, division director, or equivalent-level administrator.

Position Code Title – Promotional Specialist-3

Promotional Specialist 14

The employee functions as a third-level specialist or as an administrative assistant to a bureau director or equivalent-level executive.

Position Code Title – Promotional Specialist-4

Promotional Specialist 15

The employee functions as a fourth-level specialist or as an administrative assistant to an executive.

First-level specialists are classified at the advanced level of the Promotional Agent job.

JOB CONCEPTS

Specialist jobs are evaluated by the appointing authority using the ECP Group Two Professional Specialist Position Evaluation Worksheet to recommend the appropriate classification level. Civil Service reviews the factors for job complexity, the scope of the program or specialty, and the impact of the job functions to determine the classification level. There are two types of specialist jobs:

Program Specialist: The predominant and essential function of the job is its assigned responsibility for an accepted program that is statewide, departmentwide, agencywide, or the equivalent scope. Such jobs are

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responsible for highly complex assignments that have considerable impact and are one-of-a-kind within the organization.

Staff Specialist: The predominant and essential function of the job is to serve as an expert in a particular specialty area or professional discipline that is statewide, departmentwide, agencywide, or the equivalent in scope. Such positions are responsible for highly complex assignments that have considerable impact and are one-of-a-kind within the organization.

Administrative Assistant jobs predominately and essentially function to advise and assist an administrator or executive in all areas for which the official is responsible. The positions report directly to the official in a staff capacity and are typically involved in budget development, program planning, policy and procedures development, representing the official at meetings, and are otherwise, assisting in all areas of the official's responsibilities.

JOB DUTIES

NOTE: The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

Administrative Assistant

Advises and assists the official in all areas of responsibility.

Carries out special projects as assigned by the official.

Assists in program planning, policy, and procedural development.

Participates in budget development.

Represents the official at meetings.

Specialist

Formulates policy, promotes and establishes international trade programs for the sale of Michigan products abroad, the stimulation of investment of foreign capital in Michigan, consumer marketing, or tourism programs.

Furnishes industrial executives with information on such industrial and commercial location factors as state and local taxes, transportation facilities, available labor supply and power, water and other natural resources.

Promotes and coordinates the sale and control of lottery operations.

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Plans and coordinates programs to promote businesses for minority or disadvantaged persons.

Promotes and coordinates displays, exhibits, fairs, demonstrations, and trade shows.

Initiates and implements services and programs in specialized areas such as tourist and arts promotion; low income housing; traffic safety; agricultural products, machinery and livestock; or job service.

Solicits the cooperation of press, radio, and television for the promotion of programs and services.

Plans and develops advertising, displays, literature, and other promotional materials.

Formulates procedures and guidelines for assigned promotional programs.

Performs duties of unusual significance or importance to the Department.

Makes recommendations in areas of expertise.

Develops program goals and plans for implementation.

Develops alternative strategies for programs based on analysis and research in an assigned specialty area.

Acts as a liaison with other agencies, organizations, and employees to coordinate promotional programs.

Plans and coordinates the training of staff in promotional activities.

Serves as a technical advisor and liaison with industry, community groups, and/or governmental agencies.

Conducts special projects.

Prepares special studies and reports.

Prepares budgets.

Maintains records, and prepares reports and correspondence related to the work.

May perform related essential functions appropriate to the class and other non-essential functions as required.

JOB QUALIFICATIONS

Knowledge, Skills, and Abilities

NOTE: The degree of knowledge required is a function of job complexity, program or specialty scope, and impact, which increases with the level of the position.

Administrative Assistant

Knowledge of the principles and techniques of administrative management; including, organization, planning, staffing, training, budgeting, and reporting.

Knowledge of fiscal planning, budgeting, and management.

Specialist

Knowledge of the operational and technical problems involved in the administration of a specialized program.

Knowledge of the assigned program specialty.

Administrative Assistant and Specialist

Knowledge of methods of planning, developing, and administering programs.

Knowledge of state and federal laws and legislative processes related to the work.

Knowledge of reporting methods and techniques.

Ability to plan, direct, and coordinate program and administrative activities of a complex, interrelated, and interdependent nature where unknowns and numerous contingency factors are involved.

Ability to formulate policies and procedures relevant to program areas based on information of a conceptual nature from varied and complex sources.

Ability to plan, coordinate, and expedite work projects.

Ability to interpret complex rules and regulations.

Ability to communicate with others verbally and in writing.

Working Conditions

Some jobs require travel.

Physical Requirements

None.

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Education

Possession of any bachelor's degree.

Experience

Four years of experience as a promotional agent, including two years of experience equivalent to a Promotional Agent P11.

OR

One year of experience equivalent to a Promotional Agent 12.

Special Requirements, Licenses, and Certifications

Certain positions may require that only individuals with specific education and/or experience qualifications be appointed. Qualifications for positions of this type are identified by an approved selective certification or sub-class code assignment on each position.

NOTE: Equivalent combinations of education and experience that provide the required knowledge, skills, and abilities will be evaluated on an individual basis.

JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION

Job Code
PROMOSPL

Job Code Description
Promotional Specialist

<u>Position Title</u>	<u>Position Code</u>	<u>Pay Schedule</u>
Promotional Specialist-2	PROSPL2	NERE-182
Promotional Specialist-2 (PP)	PROSPL2	NERE-082-P
Promotional Specialist-3	PROSPL3	NERE-186
Promotional Specialist-3 (PP)	PROSPL3	NERE-184-P
Promotional Specialist-4	PROSPL4	NERE-188